



CANADA

AT THE AIA CONVENTION, 1967



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CANADA

It is my pleasant duty to welcome you to the Canadian Exhibit at the 99th American Institute of Architects Convention in New York, May 14 to 18, 1967. Canada takes great pride in participating for the first time at this important architectural convention.

Since Canada entered the competitive building field, architects around the world have recognized the versatility and excellent design of Canadian building products. This booklet lists the 14 Canadian exhibitors and describes the diverse range of exterior and interior building products displayed.

Representatives of Canada's Department of Trade and Commerce and Department of Industry will be on hand to answer inquiries. Information on the many quality products and services available from Canada can be obtained at any time from this office or any of the Canadian Government trade representatives listed elsewhere in this booklet.

We look forward to seeing you at the Canadian Exhibit where we believe you will gain a new awareness of Canada's capabilities.

at the
**American
Institute
of
Architects
Convention**

**Bryant Suite,
New York Hilton,
New York City,
May 14 to May 18, 1967**

C. J. Van Tighem
Deputy Consul General (Commercial)
Canadian Consulate General
680 Fifth Avenue
New York City, N.Y. 10019
Tel: JUDson 6-2400 (Area Code 212)

ON TOP OF TODAY— POISED FOR TOMORROW

CANADA—blessed with a bounty of the raw materials which serve Man, the builder.

CANADIANS—pressed into a building boom by phenomenal population growth following World War II.

The combination of these two elements has resulted in the development of a modern architectural building materials industry of wide capabilities—rich in source material, rich in skills.

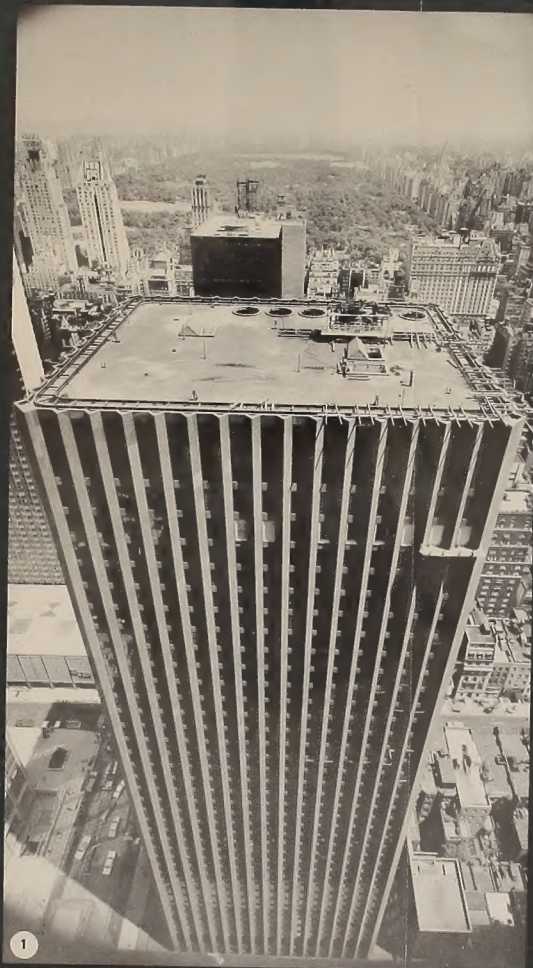
Canada is proud to be represented for the first time at the American Institute of Architects Convention, where 14 leading Canadian companies are showing quality products valued by countries around the world.

And for a grand-scale example of Canadian building materials, one need only look across the street from the New York Hilton Hotel to the new CBS building. Architect Eero Saarinen chose Canadian black granite to face this elegant structure. The same material adorns the Sun Life Building in Baltimore.

A nineteenth-century historian named William Hickling Prescott said: "The surest test of the civilization of a people—at least, as sure as any—afforded by mechanical art is to be found in their architecture, which presents so noble a field for the display of the grand and the beautiful, and which, at the same time, is so intimately connected with the essential comforts of life."

Mr. Prescott's "grand and the beautiful" are present in plenty in Canada. Architects and builders, artists and artisans have been furnished with fine materials with which to create "the essential comforts of life" in functional simplicity, beauty of line and texture.

Canada's building materials industry has had to keep pace with the fact of population growth—a 30 per cent increase in the 10 years 1951 to 1961—and the figures are still climbing. It has had to deal with the concentration of this population in urban areas. At the turn of the century almost two thirds of the people of Canada lived in rural areas: by 1961 the situation was reversed.



1. CBS Building, New York City, faced with Canadian Black Granite. Photo by Gene Cook, courtesy National Granite Limited
2. Public Safety Building, Winnipeg, Manitoba, using Tyndall Stone. Photo courtesy Gillis Quarries Limited
3. Courthouse, County of Peel, Ontario, with Rideau Blue Marble as exterior facing. Photo courtesy Omega Marble Limited
4. YMCA, Belleville, Ontario, featuring Old Dutch Brick as outside finishing. Photo courtesy Domtar Construction Materials Limited



City apartment buildings, suburban developments, new schools, hospitals, churches, shopping centers, factories, office buildings—all present an exciting, challenging task for Canada's architects, engineers, builders, stone masons, artisans—and the industry which supplies them all.

This vast concentration of effort in a highly competitive field has sharpened Canadian building techniques and shaped first-class materials.

Wealth of the Provinces

Beneath the rugged bush and stone of the Province of Quebec lies a vast reserve of granite—the rich black granite of Saarinen's "dark tower"—and granites of various handsome colors and textures. Examples of these will be shown at the Canadian Exhibit by Canada's National Granite Limited and Maritneau and Deschambault Quarries Incorporated.

From the Province of Manitoba—gateway to the vast Western Prairies—comes lovely Tyndall stone. Leaf-like mottling has earned it the descriptive name "tapestry stone". This dolomitic limestone has two delicate shades—a creamy light buff and a pale bluish gray. Gillis Quarries Limited supplies this decorative stone to Canadian builders from coast to coast and is gradually increasing exports to the United States.

The Province of Ontario is the only source of true blue marble in the world. Architects have achieved dramatic results working with glittering, brilliant Rideau Blue Split Face Marble strips and Rideau Blue Marble Aggregate. Quarried by Omega Marble Limited, Rideau Blue brings natural beauty to a host of marble applications.

From Ontario and Quebec comes the excellent clay shale used for textured brick produced by Domtar Construction Materials Limited. Old Dutch Brick has proved a boon to the architect and builder—its many unusual facings suit a variety of buildings. Variations in the shale from the two provinces and a slight difference in processing produce Old Dutch Brick in chestnut and graystone from Ontario and in browntone and silvertone from Quebec.

Structures

Triodetic Structures Limited comes to the building materials show with the patented triodetic structural system, a unique Canadian method of connecting elements of almost any kind with greater efficiency than can be obtained by bolting, welding or riveting. Adapting particularly well to space frames and dome structures, this method also lends itself to conventional and unconventional construction such as wharves and piers, radar screens and demountable display frames.

Another Canadian firm presents an old friend in a new role—stainless steel which is fast gaining acceptance in the roofing and sheet metal trade. "Ezeform" is a special stainless steel sheet with a patterned finish which is being introduced at the Convention by Atlas Steels Limited. Highly resistant

to corrosion, unaffected by weather, it gives years of service with minimal maintenance.

The Inside Story

Canadian competence continues indoors to embrace efficient and pleasing lighting systems. Lighting Materials Limited produces concealed grid systems which offer the designer possibilities almost unlimited—imaginative designs can be developed using various combinations of the basic system elements.

Lighting of a more spectacular kind is created by Lumiart Limited, specialists in elaborate fixtures, including crystal chandeliers. Company creations grace embassies, hotels, churches, government offices and restaurants around the world.

Tastefully lit, the Canadian interior scene reveals a clever array of ceramic tile, floor and wall tile, decorative aluminum screens, luxurious carpets, distinctive, functional furniture.

Canada's tile industry is represented by Frontenac Floor and Wall Tile—manufacturers of handcrafted ceramic architectural facing tile. Terraz Epoxy Incorporated is displaying prefabricated floor and wall tile composed of natural aggregates such as marble, quartz and granite. These are set in epoxy resin.

A flexible modular system using aluminum for constructing permanent or demountable decorative screens, panel enclosures, store displays and furniture comes from Octopus Products Limited.

And providing many of those "essential comforts of life" is Stefan Siwinski Designs. The company's custom-designed quality furniture is not only prestigious—it's comfortable to live with. Every chair, desk, settee, bench, sofa, ottoman or buffet is sturdily constructed and finished. Stefan Siwinski Designs has worked directly with architects to decorate some of North America's most impressive lobbies and reception areas—with murals and metal sculptures as well as furniture.

Another Canadian company with feet firmly planted on well-carpeted ground is showing its wares at this Convention. Harding Carpets Limited manufactures four basic styles: Axminster, Wilton, Tapestry and tufted qualities, using the major fibers—wool, nylon, nylon blends, Acrilan and polypropylene.

Carpeting has spread from the living room throughout the house—even to the bathroom and kitchen—as new colors, styles and fibers have been developed. Now the commercial carpet market includes apartment houses, offices, supermarkets, schools, even hospitals wards. Harding has found that the use of carpeting in Canadian hospital rooms is pleasing to the eye, helpful acoustically, reduces danger of falls by patients and lowers maintenance costs.

It is with products such as these that Canada's building supply industry is on top of today—and poised for tomorrow.

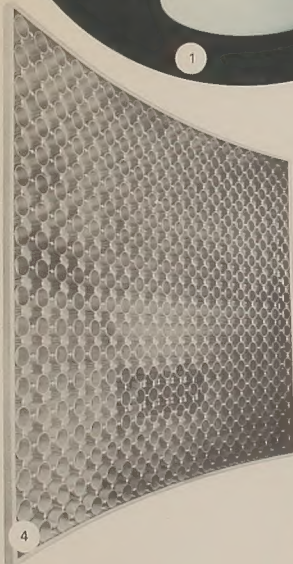
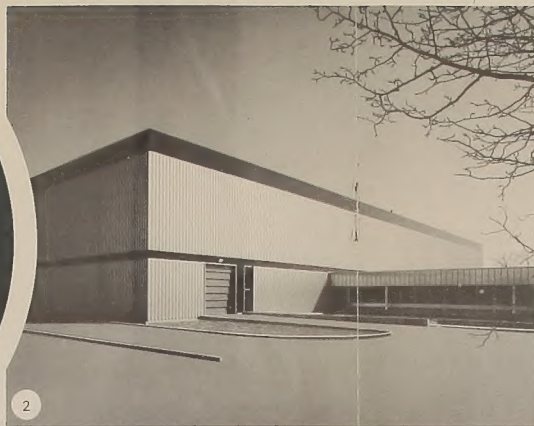
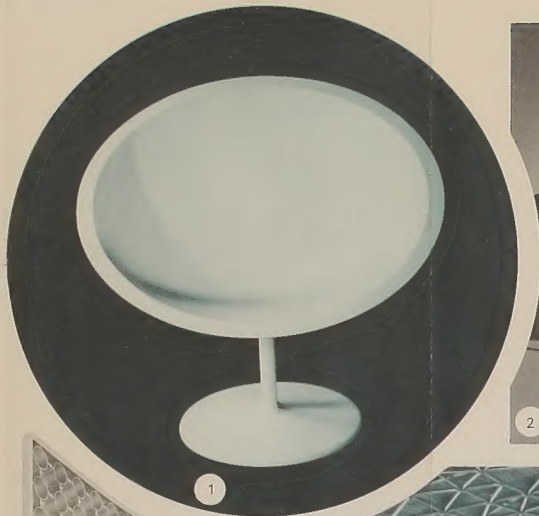


Photo Credits:

1. Stefan Siwinski Designs
2. Atlas Steels Company
3. Lumiart Limited
4. Octopus Products Limited
5. Triodetic Structures Limited
6. Domtar Construction Materials Limited

PARTICIPATING COMPANIES

Atlas Steels Company A Division of Rio Algom Mines Limited

Address: Welland, Ontario, Canada.
Contact: L. M. Hotchkiss—Manager, Stainless Steel Products.
Tel: 735-5651 (Area Code 416).
Bernard A. Smith—Architectural Market Manager,
Suite 480, 3285 Cavendish Boulevard, Montreal 28,
Quebec. Tel: 489-4956 (Area Code 514).
Representative: Atlas Alloys, A Division of Rio Algom
Corp., 1100 West 11th Street, Cleveland, Ohio 44113,
R. L. Whitehead—General Manager.
Tel: 781-7276 (Area Code 216).

Products: "Ezeform", a special stainless flat rolled product, for
the roofing and sheet metal trade, has high corrosion
resistance, strength and durability. Its random pat-
tern, on both sides of the sheet, is scuff and scratch
resistant. Recommended for roofing, flashing, siding,
curved sheathing, thru-wall flashings, curtain wall
internal flashings, ventilation stacks, louvers, eaves-
troughing and downspouts.

History: Founded in 1928, Atlas Steels is now Canada's
largest specialty steel producer, with main plant at
Welland and a new plant at Tracy, Quebec. Atlas
representatives are located in most major cities of the
world.

Domtar Construction Materials Ltd.

Address: 1 Place Ville Marie, Suite 2210, Montreal 2, Quebec,
Canada.

Contact: Mr. John W. Brydon—Export Manager.
Tel: 874-5845 (Area Code 514).

Products: Old Dutch Brick—manufactured from extruded clay
shale. Available in chestnut or graytone in Ontario,
brownstone or silvertone in Quebec.

History: A branch of one of Canada's largest industrial com-
plexes, this company produces an extensive range of
products for construction purposes. Domtar has 27
manufacturing plants across the country and exports
to some 60 countries.

Frontenac Floor and Wall Tile

Address: P.O. Box 578, Kingston, Ontario, Canada.
Contact: Mr. M. R. Harris—Sales Manager.
Tel: 546-2216 (Area Code 613).

Products: A new line of hand-crafted architectural ceramic tile
and a wide range of colored ceramic floor and wall
tile. At present Frontenac markets about 100 different
patterns and colors.

History: Frontenac, a leader in Canadian tile manufacturing,
produces a complete line of vitreous ceramic tile.
Established more than 50 years ago, the company
employs approximately 200 persons at its plant in
Kingston. Complete production facilities include
mixing the clay, pressing, firing, mixing glaze, glazing,
pasting on sheets, sorting, packaging, and shipping to
any part of the world.

Products of the companies listed are displayed in
the Canadian-Exhibit.

Company brochures will be available.

Gillis Quarries Ltd.

Address: 1348 Spruce Street, Winnipeg 3, Manitoba, Canada.
Contact: Mr. Ivan B. Bickell—Sales Manager.
Tel: 774-4044 (Area Code 204).

Products: Tyndall stone. A unique dolomitic limestone with an
unusual tapestry mottling. A natural quarried lime-
stone, its brilliant light color appears almost white
from a medium or long distance.

History: Gillis Quarries was established in 1910 and has
developed steadily and successfully. Tyndall stone is
quarried at Garson, Manitoba, 30 miles northeast of
Winnipeg. Long distance truck and rail facilities are
used for out-of-town shipments. Gillis Quarries is a
member of the Building Stone Institute.

Harding Carpets Limited

Address: P.O. Box 850, Brantford, Ontario, Canada.
Contact: Mr. N. A. Crawford—Export Manager.
Tel: 756-5241 (Area Code 519).

Products: Qualities for commercial end-use. Harding Carpets
manufactures the four basic types of carpets for
residential and commercial application. Wool, nylon,
wool-nylon blends, Acrilan and Polycryst are the major
fibers used in their production.

History: The company maintains manufacturing plants in
Brantford and Collingwood, Ontario, and spinning and
dyeing facilities in Guelph, Ontario. The head office is
situated in Brantford, Ontario. Harding Carpets was
established in 1927 and today has 941 employees.
Product development work is a continual operation in
terms of new manufacturing techniques and utilization
of new fibers.

Lighting Materials Limited

Address: Seel Avenue and Fennell Street, Winnipeg 19,
Manitoba, Canada.

Contact: Mr. W. A. Trott—President.
Tel: 474-1363 (Area Code 204).

Products: Eight basic ceiling systems are available in fully
luminous or part luminous designs for institutional
lighting as well as fluorescent lighting fixtures.
Incorporated in 1940, Lighting Materials' new 50,000
square-foot plant is located in Fort Garry, Manitoba.
The company employs approximately 100 people. It
has complete sheet metal facilities including roll
forming, anodizing, shearing, braking and painting for
the assembly of lighting fixtures.

Lumiart Limited

Address: 704 Notre Dame Street West, Montreal, Quebec,
Canada.

Contact: Mr. J. J. Holy—President.
Tel: 861-9948 (Area Code 514).

Products: Residential and institutional lighting fixtures. The
company specializes in the design and production of
lighting fixtures including crystal chandeliers.

History: Established in 1955 with two employees, company
sales totalled only \$6,000. In 1966, Lumiart employed

73 persons and sales passed the \$1,000,000 mark.
Lumiart lighting fixtures have been installed in
cathedrals, churches, hotels, restaurants, stores and
other buildings in North America as well as embassies
and hotels abroad.

Martineau and Deschambault Quarries Inc.

Address: 10301 Armand Lavergne, Montreal North, Quebec,
Canada.

Contact: Mr. Robert Rochon—Vice-President.
Tel: 323-3091 (Area Code 514).

Representatives: Furlong and Company, 284 Fifth
Avenue, New York City, New York. Tel: 244-1215
(Area Code 212).

Vickery Stone Company, 6328 Market Street, Upper
Darby, Pennsylvania. Tel: 476-0750 (Area Code 215).
Branch Office: 2326 North Charles Street, Baltimore,
Maryland. Tel: 366-1131 (Area Code 301).

Products: Granites in various colors and textures. The company's
granite is used for facing, paving, curb stones,
sidewalks, treads and risers, and tapestry applica-
tions.

History: Martineau and Deschambault's nine quarries offer
builders and designers a wide variety of granites in
harmonizing and contrasting color combinations from
a single source. The company has been quarrying and
fabricating granite, limestone and marble since the
early 1890's.

National Granite Limited

Address: Newtonville, Ontario, Canada.

Contact: Mr. Kirk Entwistle—Director of Sales (Newtonville,
Ontario). Tel: 786-2911 (Area Code 416).

Products: Granite in various colors, textures and finishes.
National granite is available from any U.S. granite
fabricator or from the company's own fabricating
facilities.

History: Blocks are quarried in the Lake St. John area of
Quebec. Sawing and finishing plant is located at
Alma, Quebec. National Granite produces approxi-
mately 6,000 tons each year for building facing and
paving in North America and other parts of the world.

Octopus Products Limited

Address: 200 Geary Avenue, Toronto 4, Ontario, Canada.

Contact: Mr. Frank J. Bernard—President.
Tel: 531-5051 (Area Code 416).

Representatives: Plastics Etcetera, 308 East 62nd
Street, New York City, New York.
Frederick Miller Interiors, 1 Charles Center, Suite 1910,
Baltimore, Maryland.
Eugene E. Pauley Co., 45 Coral Drive, Belleville,
Illinois.

Products: Exterior solar and interior decorative aluminum
screens, and material systems for the construction
of exhibits, partitions and store fixtures.

History: Incorporated in 1959, Octopus Products has five
different patents on assembly systems. Annual ex-

ports total approximately \$50,000. The company
recently received orders for screens in churches in
New York, New Jersey and Pennsylvania.

Omega Marble Limited

Address: 20 Principal Road, Scarborough, Ontario, Canada.
Contact: Mr. K. Elmore—General Manager.
Tel: 759-1195 (Area Code 416).

Products: Canadian marble in various colors, including a unique
blue, the only true blue marble in the world.

History: The company started quarrying Rideau Blue in 1962.
Since then sales have been made to the United States,
The Netherlands and Guyana. Omega, one of the
largest fabricators and quarriers in Canada, has
sufficient reserves for 150 years.

Stefan Siwinski Designs

Address: 86 Parliament Street, Toronto 2, Ontario, Canada.

Contact: Mr. Stefan Siwinski—President.
Tel: 368-2215 (Area Code 416).

Products: Custom business furniture. Mr. Siwinski specializes
in designing modern seating, desks and tables. The
company produces more than 60 custom-designed
products to furnish executive suites, general offices,
reception areas, cafeterias and airports.

History: Established more than 10 years ago, the company is
famous across Canada for its comfortable, functional
and excitingly different furniture. Stefan Siwinski
Designs exports to the United States, New Zealand
and other overseas markets.

Terraz Epoxy Inc.

Address: Suite 209, Palais du Commerce, 1600 Berri Street,
Montreal 24, Quebec, Canada.

Contact: Mr. Yvon G. Trudeau—President.
Tel: 861-2000 (Area Code 514).

Representative: William B. Reinhart, U.S. Terraz
Epoxy Inc. 107 East 38th Street, New York City
New York. Tel: MU3-1885 (Area Code 212).

Products: Terraz floor and wall tiles made of natural aggregates
—marble, quartz and granite—set in epoxy resin.

History: The company was established in January, 1963 and
operates a fully automated plant at Louiseville,
Quebec. The special process used in the manufacture
of Terraz tiles has been patented in Canada, the
United States, Britain, France and Germany.

Triodetic Structures Limited

Address: 335 Roosevelt Avenue, Ottawa 13, Ontario, Canada.
Contact: Mr. H. G. Fentiman—Executive Vice-President.
Tel: 725-2181 (Area Code 613).

Products: Triodetic structural systems. A unique method of
connecting structural elements of almost any kind
with greater efficiency and economy than bolting,
welding or riveting.

History: Founded in 1955, Triodetic Structures Limited carries
on world marketing through a number of independent
manufacturing distributors.

expo67

Architects should be particularly interested in visiting Canada's EXPO 67 in Montreal, Quebec. Unique architectural designs abound throughout this huge exposition—the first World Exhibition of the First Category ever held in North America.

One of the distinctive facets of this, Canada's premier Centennial project, is Habitat 67, a revolutionary new concept in urban living.

Architect Moshe Safdie and Associates David, Barott and Boulva have created an integrated urban development incorporating 158 dwellings. This exciting and imaginative housing project consists of a sloping membrane of terraced houses—each with its own garden—arranged to provide maximum privacy, fresh air and sunlight. A network of vertical and horizontal streets connects the houses to parking areas, stores, parks, playgrounds and other public facilities—all the essentials of a complete environment for young and old.

Built of pre-cast and pre-stressed concrete, the 17 by 38-foot mass-produced modular units were raised into position by a huge crane. Windows, doors, ceilings, walls and floors, kitchens and bathrooms and all services were installed before erection.

Completed, these dwellings range in size from one to four bedrooms with a choice of 15 different designs to accommodate all income groups. The entire project has an asset value of eight million dollars.

In building and exhibiting this unique project, EXPO 67 is attempting to solve some of the most pressing problems of construction and urban growth which today face Canada and other nations. After EXPO, the site will be connected to the entire metropolitan region of Montreal by a network of roads, expressways and a mass transit system.

A blending of imaginative design and building technology, Habitat 67 is an architectural achievement and is the first large sophisticated research venture in the construction of urban dwellings. It symbolizes the theme of this most exciting world fair "Man and His World"—a panorama of dramatic challenge, achievement, discovery and creativity.

Be sure to see it at EXPO 67 in Montreal, April 28 to October 27.



CANADIAN TRADE OFFICES IN THE UNITED STATES

Officials of the Canadian Department of Trade and Commerce will be on duty at the Building Products Exhibition of the American Institute of Architects Convention in New York to answer inquiries about Canada's capability in this field. Information is also available at any time from the following Canadian trade offices in the United States.

NEW YORK

Deputy Consul General (Commercial)
Canadian Consulate General
880 Fifth Avenue
New York City, N.Y. 10019
Tel: JUDson 5-2400 (Area Code 212)

BOSTON

Consul and Senior Trade Commissioner
Canadian Consulate General
500 Boylston Street
Boston, Massachusetts 02116
Tel: 282-3760 (Area Code 617)

CHICAGO

Consul and Senior Trade Commissioner
Canadian Consulate General
310 South Michigan Avenue
Suite 2000
Chicago, Illinois 60604
Tel: 427-1031 (Area Code 312)

CLEVELAND

Consul and Senior Trade Commissioner
Canadian Consulate
Illuminating Building
55 Public Square
Cleveland, Ohio 44113
Tel: 851-1650 (Area Code 216)

DETROIT

Consul and Trade Commissioner
Canadian Consulate
1920 First Federal Building
1001 Woodward Avenue
Detroit, Michigan 48226
Tel: 955-2811 (Area Code 313)

LOS ANGELES

Consul and Senior Trade Commissioner
Canadian Consulate General
510 West Sixth Street
Los Angeles, California 90014
Tel: MIDson 2-2233 (Area Code 213)

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Canadian Consulate General
2110 International Trade Mart
2 Canal Street
New Orleans, Louisiana 70130
Tel: JACKson 5-2136 (Area Code 504)

PHILADELPHIA

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Canadian Consulate
3 Penn Center Plaza
Philadelphia, Pennsylvania 19102
Tel: LOcust 3-5838 (Area Code 215)

SAN FRANCISCO

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Canadian Consulate General
111 Pine Street
San Francisco, California 94111
Tel: 433-2517 (Area Code 415)

SEATTLE

Consul General
Canadian Consulate General
1308 Tower Building
Seventh Avenue at Olive Way
Seattle, Washington 98101
Tel: MUtual 2-3515 (Area Code 206)

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